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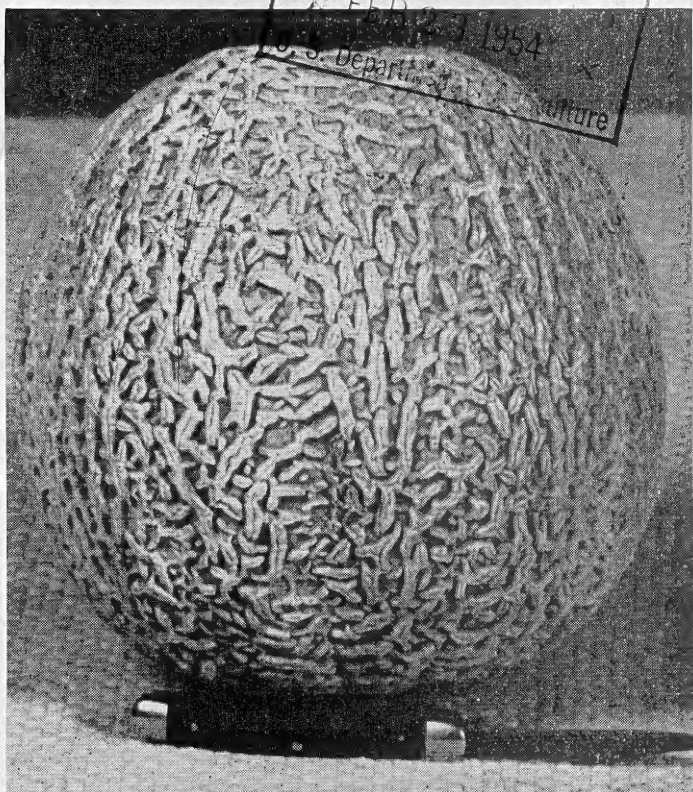
Hollar & Co.

BREEDERS AND GROWERS

CONTRACT PRICE LIST

Dealers Only

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U.S. Department of Agriculture



HONEY ROCK

- ★ Squash
- ★ Cucumber
- ★ Cantaloupe
- ★ Watermelon
- ★ Hybrid Vegetables

DOUBLE-MILLED SEEDS
FROM SELECT STOCKS

*Grown in the Best Seed-Growing Sections
of Colorado and California*

ROCKY FORD :: COLORADO

CANTALOUPE

CUCUMBER

SQUASH — PUMPKIN

HYBRID VEGETABLES

Muskmelon and Cantaloupe

POUNDS

PER LB.

Banana (OM) *	\$.94
Benders Surprise (OM)	.93
Craig (OM)	1.20
Delicious Gold Lined (GM)	1.10
Delicious, Harris (OM)	1.10
Delicious, No. 51 (OM)	1.20
Eden Gem (GM)	.98
Early Bender (OM)	.94
Edwards Perfecto Improved (OM)	1.00
Emerald Gem (OM)	1.20
Far North (OM)	1.30
Giant Perfection (OM)	1.30
Golden Champlain (OM)	1.20
Gold Lined (GM)	1.10
Golden Delight (OM)	1.20
Hale's Best Improved Jumbo (OM)	.94
Hale's Best No. 36 (OM)	.94
Hale's Best No. 936 (OM)	1.00
Hearts of Gold (OM)	1.25
Hollybrook Luscious (OM)	1.20
Honeydew Green Flesh (GM)	1.30
Honey Rock (OM)	1.00
Iroquois (OM)	1.15
Imperial No. 6 (OM)	1.05
Knights Early (GM)	1.10
Long John or Herrick (GM)	1.30
Mildew Resistant No. 45 (OM)	1.05
Netted Gem (Original) (GM)	.98
New Yorker (OM)	1.10
Osage (OM)	1.10
Perfecto Perfected (OM)	1.00
Pride of Wisconsin (OM)	1.00
Pollock's No. 10-25 (OM)	1.10
Queen of Colorado (OM)	1.00
Ridson (GM)	1.30
Rocky Ford Genuine (GM)	.98
Rocky Ford Jr. (GM)	1.10
Rocky Ford Earliest (GM)	1.10
Rocky Ford Gold Lined (GM)	1.10
Schoon's Hardshell (OM)	1.10
Superfecto, Perfected Perfecto (OM)	1.10
Salmon Pink No. 101 (OM)	1.10
Texas Resistant No. 1 (OM)	1.10
Tip Top (OM)	1.05

* Orange Meat

**WE MADE 98½% DELIVERY ON
CONTRACTS FOR 1953 CROP!**

Squash and Pumpkin

POUNDS	PER LB.	
Benning's Green Tint Scallop	\$.72	CANTALOUPE
Blue Banana	.85	
Blue Hubbard	.95	
Buttercup	1.40	
Butternut	1.40	
Cangold	1.10	
Chicago Warty Hubbard	.95	
Cocozelle, Long Dark	.85	
Connecticut Field (Big Tom)	.85	
Cushaw, Green Stripe	.75	
Des Moines (Acorn or Table Queen)	.75	SQUASH — PUMPKIN
Dickenson	.75	
Early Prolific Straightneck (Improved)	.76	
Early Summer Crookneck	.72	
Early White Bush Scallop	.72	
Early White Bush Scallop, Green Tint	.72	
Golden Hubbard	.95	
Improved Hubbard	.95	
King of Mammoths	.89	
Large Sweet Cheese	.95	
Royal Acorn or Mammoth Table Queen	.79	HYBRID VEGETABLES
Small Sugar, New England Pie	.72	
True Green Hubbard	.95	
Uconn (Bush Table Queen)	.80	
Zucchini, Black	.90	
Zucchini, Grey	.79	

WE HAVE ADDED new milling equipment to give you the cleanest seed and the quickest deliveries available.

WE ARE SELECTING, each season, pure stock seed to assure you and your customers of the very best in purity and uniformity of variety.

WE ARE GROWING! Yes, our volume is going up each year. We believe this is the result of giving you the very best seed and service at competitive prices. We invite you to "Grow with us!"

WE MADE 98½% DELIVERY ON
CONTRACTS FOR 1953 CROP!

Cucumbers

POUNDS	PER LB.
..... A & C	\$.95
..... Arlington80
..... Black Diamond, Dark Green83
..... Boston Pickling83
..... Chicago Pickling83
..... Colorado95
..... Cubit	1.20
..... Davis Perfect	1.10
..... Early Surecrop Hybrid	25.00
..... Earliest of All83
..... Early Cluster83
..... Early Fortune83
..... Early Russian83
..... Improved Long Green94
..... Improved White Spine83
..... Klondike88
..... Longfellow	1.10
..... Marketer	1.05
..... Mincu	1.10
..... Model83
..... National Pickle83
..... Niagara (Mosaic Res.)	1.10
..... Palmetto	1.20
..... Ohio M. R. 17 (Mosaic Res.)83
..... Santee, Improved	1.13
..... Staysgreen, Long Type	1.05
..... Staysgreen, Short Type83
..... Snow's Perfection Pickle83
..... Straight Eight	1.05
..... Thorburns Everbearing90
..... Vaughn	1.10
..... West India Gherkin	1.20
..... White Wonder	1.00
..... Wisconsin S. R. 690
..... York State Pickle90

Watermelon

..... New Hampshire Midget	1.35
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**WE MADE 98½% DELIVERY ON
CONTRACTS FOR 1953 CROP!**

Hybrid Cucumbers

EARLY SURECROP HYBRID

58 days. Disease resistant slicing type. All-American Winner for 1951, All-Time All-American 1953.

Fruits slender, blunt ends, 8 to 9 inches long, 2½ inches in diameter, holds its dark green color well after picking. Flesh is crisp, white and unusually delicious. Small seed cavity.

Vines outstandingly vigorous, with large protective leaves. Its resistance to Mosaic and Downy Mildew keeps the vines alive and productive long after most varieties have wilted. Suitable for market grower, greenhouse, as well as home garden use. May be used for both pickling and slicing by the home gardener. Photos available.

PER LB. \$25.00

CUCUMBER

Early Hycrop PICKLING

54 days. The first true first generation hybrid pickle to be offered to the wholesale seed trade. Fruits 5 1-2 to 7 x 2 1-4 to 2 3-4. Black spines. Outstanding in vigor and yield. University of Kentucky trials report: "Outyielded the other four varieties in the trial as follows, National by 60 per cent, Chicago by 59 per cent, Ohio MR-17 by 24 per cent, and Model by 20 per cent." We expect this new 1954 introduction to be widely accepted. Offer it to your trade now.

PER LB. \$25.00

HYBRID VEGETABLES

Dixie Queen

Hybrid Watermelon

Early — 82 Days — Wilt Resistant

Slightly earlier than regular Dixie Queen. Very uniform and vigorous growing. Strong resistance to fusarium, the common wilt of watermelons. It produces from mid-August until frost.

Outstanding for its crisp, low fibre flesh, good strong watermelon flavor and for its excellent shipping and keeping quality. Very thin but extra tough rind, slightly darker in color compared to Dixie Queen. Fruit size 30 to 50 pounds. Seeds dark color.

PER LB. \$20.00

Early Hycross

HYBRID TOMATO

(17x21). 55 days. In many sections this is our best first early, being earlier than Valiant or Earliana but with larger fruit. Sets fruit under adverse conditions. Open vine permits early ripening. Good dark red color, excellent flavor. An outstanding home garden tomato for central, eastern and northern U. S.

PER LB. \$145.00

Early Giant Hybrid Tomato

Our best hybrid for combination of earliness and large fruit size. No other hybrid can equal it for size, and only the ponderosa types, among the standard varieties, are larger. Early Giant averages about one-third larger than Rutgers while being also earlier and more productive.

Tested as 49-48. Trial reports available from Kentucky University and Riverhead Long Island Experiment Stations.

Maturity varies with climate. Minnesota University reports Early Giant only two days later than Early Chatam. In other areas it is medium early. Good red color, fine quality, moderately open vine habit.

PER LB. \$200.00

Early Prolific

HYBRID TOMATO

We are still "topping" the trials in various State Colleges around the country. The West Virginia University report is the latest one to come in. Early Prolific had the highest yield—in competition with the major competing hybrids now being offered.

An early, 60 day hybrid, in maturity class with Earliana, but with larger, smoother fruits, greatly increased yield, and better vine coverage.

Best adapted to eastern and northern U. S. Suitable for staking or trellising. First produced in 1948, Early Prolific continues to be one of our best Hybrids. A true Fl.

PER LB. \$200.00

Wonderboy

HYBRID TOMATO

A new introduction, and one which we selected on the basis of its fine general appearance. It is rounder, smoother, and larger than most of the top varieties in our trials. 68 days, uniform color gene, small blossom scar, heavy set and yield, large vigorous plant with good vine cover. This new Hybrid has been tested in all sections of the U. S. and we strongly recommend it for your home-garden trade.

PER LB. \$200.00

Breeders

HYBRID TOMATO

An early mid-season tomato bred for the canner and green-wrap shipper. Its dark red color both inside and out is outstanding. Ships well but has no hard core. Best adapted to U. S. coastal areas, both East and West. But has also been used in Central U. S. with excellent success. Deep-round fruit shape, very smooth, moderately good vine coverage.

Breeders has done exceptionally well in many experiment station trials and is a very good Hybrid for the home-garden, as well as for the commercial grower.

PER LB. \$145.00

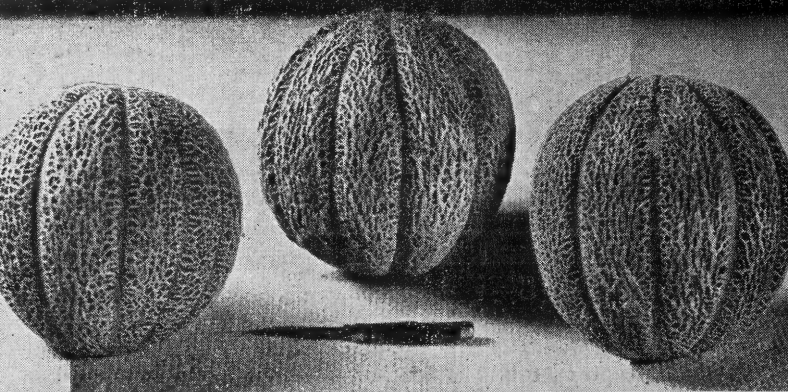
Prize Red

F-2 HYBRID

Our first second-generation Hybrid Tomato.

After several years testing we are finally ready to stand behind one second-generation (F2) hybrid. We know, from the results of our wide testing, that this hybrid will do better than the best standard varieties in most sections of the U. S. and Canada. It is very uniform for an F2. An early mid-season, about 75 days, medium large fruit, deep red color, excellent flavor, smooth and firm but with no hard core. Gives a high percentage of beautiful, marketable fruits. Suited to trellis growing, as well as home-garden and commercial growing. Vine is indeterminant, good cover, strong and vigorous. The low price of this new introduction places it within the reach of every tomato grower who wants a variety superior to the standard non-hybrid varieties.

PER LB. \$25.00



HEARTS OF GOLD

CONTRACT VINE SEED

Prices are F.O.B. growing station. Bags extra at market value. Terms are net 30 days to firms of approved rating, one and one-half percent 10 days from invoice date. These seeds sold under the limited warranty clause of the American Seed Trade Association.

Early Contracts Help You Receive Full Deliveries

Date.....1954

HOLLAR & CO.
Rocky Ford, Colorado

On conditions of the preceding offer you may enter our order for the quantities and varieties indicated.

(Signed)
(Customer's Signature)

Complying with the order given above, we are booking
you accordingly for items
containing pounds.

We agree to plant an acreage of each variety sufficient to produce, under normal conditions, the amount required to fill all contract orders and will accept only as late as is compatible with proper apportioning acreage. In the event of a short crop will fill pro-rata only.

HOLLAR & CO.

Per

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CONTRACTS FOR 1953 CROP!**